

## ORDER



**Orders**  
**Order / Rev:** 713155  
**Alt Order #:** 6312959  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1768  
**Flight Dates:** 09/13/12 - 09/17/12  
**Original Date / Rev:** 09/12/12 / 09/18/12  
**Order Type:** Political

## WTLV-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama For America  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/10/12	09/16/12	64	\$36,430.00	\$30,965.50
09/17/12	09/23/12	26	\$14,540.00	\$12,359.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	90	\$50,970.00	\$43,324.50	0.00
<b>Totals</b>	<b>90</b>	<b>\$50,970.00</b>	<b>\$43,324.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	09/13/12	09/17/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a	M- TF- -	:30	3	\$70.00	P-1	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	M- TF- -		3				\$70.00		0.00			
2	WTLV	09/13/12	09/17/12	5a-530a 5a-530a	CM	M-F 5a-530a	M- TF- -	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	M- TF- -		3				\$450.00		0.00			
3	WTLV	09/13/12	09/17/12	530a-6a 530a-6a	CM	530a-6a	M- TF- -	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	M- TF- -		3				\$450.00		0.00			
4	WTLV	09/13/12	09/17/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	M- TF- -	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	M- TF- -		3				\$900.00		0.00			
5	WTLV	09/13/12	09/17/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	M- TF- -	:30	3	\$950.00	P-1	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	M- TF- -		3				\$950.00		0.00			
6	WTLV	09/13/12	09/17/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	M- TF- -	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	M- TF- -		3				\$375.00		0.00			

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Advertiser: Obama For America  
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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WTLV	09/13/12	09/17/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	M- TF- -	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/13/12	09/19/12	M- TF- -	3	\$400.00	0.00								
8	WTLV	09/13/12	09/17/12	Today Show II M-F 9-10am	CM	9a-10a	M- TF- -	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/13/12	09/19/12	M- TF- -	3	\$400.00	0.00								
9	WTLV	09/13/12	09/17/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	M- TF- -	:30	3	\$325.00	P-1	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/13/12	09/19/12	M- TF- -	3	\$325.00	0.00								
10	WTLV	09/13/12	09/17/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	M- TF- -	:30	3	\$70.00	P-1	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/13/12	09/19/12	M- TF- -	3	\$70.00	0.00								
11	WTLV	09/13/12	09/17/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	M- TF- -	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/13/12	09/19/12	M- TF- -	3	\$80.00	0.00								
12	WTLV	09/13/12	09/17/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	M- TF- -	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/13/12	09/19/12	M- TF- -	3	\$100.00	0.00								
13	WTLV	09/13/12	09/17/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	M- TF- -	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/13/12	09/19/12	M- TF- -	3	\$125.00	0.00								
E 14	WTLV	09/13/12	09/17/12	M-F 2-3p M-F 2-3pm	CM	M-F 2p-3p	M- TF- -	:30	3	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/13/12	09/19/12	M- TF- -	3	\$50.00	0.00								
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	WTLV	09/13/12-09/19/12	M-F 2-3p		M-F 2p-3p	M- ThF- - - -	:30		<del>(\$50.00)</del>		0.00	NM		
	Unresolved [NBC Special Report]														
15	WTLV	09/13/12	09/17/12	M-F 3-4p Katie	CM	M-F 3p-4p	M- TF- -	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/13/12	09/19/12	M- TF- -	3	\$110.00	0.00								
16	WTLV	09/13/12	09/17/12	M-F 4-5p Ellen	CM	M-F 4p-5p	M- TF- -	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/13/12	09/19/12	M- TF- -	3	\$150.00	0.00								
17	WTLV	09/13/12	09/17/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	M- TF- -	:30	3	\$475.00	P-1	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/13/12	09/19/12	M- TF- -	3	\$475.00	0.00								
18	WTLV	09/13/12	09/17/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	M- TF- -	:30	3	\$575.00	P-1	0.00	NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/13/12	09/19/12	M- TF- -	3	\$575.00	0.00								
19	WTLV	09/13/12	09/17/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	M- TF- -	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	09/13/12	09/19/12	M- TF- -	3	\$1,000.00	0.00								
20	WTLV	09/13/12	09/17/12	NBC Nightly News M-F 630-7pm	CM	M-F 630p-7p	M- TF- -	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								

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20	WTLV	09/13/12	09/17/12	NBC Nightly News M-F 630-7pm	CM	M-F 630p-7p	M--TF--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	M--TF--		3				\$1,400.00		0.00			
21	WTLV	09/13/12	09/17/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	M--TF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	M--TF--		3				\$1,000.00		0.00			
22	WTLV	09/13/12	09/17/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	M--TF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	M--TF--		3				\$1,200.00		0.00			
23	WTLV	09/13/12	09/17/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	M--TFSS	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	M--TFSS		3				\$400.00		0.00			
24	WTLV	09/13/12	09/17/12	Tonight Show Tonight Show	CM	1135p-1237a	M--TF--	:30	3	\$315.00	P-1	0.00	NM	3	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	M--TF--		3				\$315.00		0.00			
25	WTLV	09/13/12	09/17/12	Late Night Late Night w/Jimmy Fallon	CM	1235a-135a	M--TF--	:30	3	\$170.00	P-1	0.00	NM	3	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	M--TF--		3				\$170.00		0.00			
26	WTLV	09/15/12	09/15/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$400.00		0.00			
27	WTLV	09/15/12	09/15/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$400.00		0.00			
28	WTLV	09/15/12	09/15/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	:30	1	\$335.00	P-1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$335.00		0.00			
29	WTLV	09/15/12	09/15/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$315.00		0.00			
30	WTLV	09/15/12	09/15/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$315.00		0.00			
31	WTLV	09/16/12	09/16/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$850.00		0.00			
32	WTLV	09/16/12	09/16/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$335.00	P-1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$335.00		0.00			
33	WTLV	09/16/12	09/16/12	Sun 1130p-12x Sun 1130p-12am	CM	Sun 1130p-12a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$150.00		0.00			
34	WTLV	09/17/12	09/17/12	Mon Prime Other Mon Prime Special 2+ hour	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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34	WTLV	09/17/12	09/17/12	Mon Prime Other Mon Prime Special 2+ hour	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----		1				\$3,000.00		0.00			
35	WTLV	09/13/12	09/13/12	Thu Prime Other Thu Prime Special 2+ Hour	CM	Various	---T---	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---		1				\$900.00		0.00			
36	WTLV	09/14/12	09/14/12	Fri Prime A Fri Prime A	CM	Fri 8p-9p	----F--	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--		1				\$550.00		0.00			
37	WTLV	09/14/12	09/14/12	Fri Prime C Fri Prime C	CM	Fri 10p-11p	----F--	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--		1				\$650.00		0.00			
E 38	WTLV	09/16/12	09/16/12	Football Night in America Football Night In America	CM	Various	-----S	:30	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		2				\$1,600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	09/10/12-09/16/12		Football Night in America		Various	-----Su	:30		<del>(\$1,600.00)</del>		0.00	NM		
See MG 38.3,38.4															
[Per Management] at order															
2	WTLV	09/10/12-09/16/12		Football Night in America		Various	-----Su	:30		<del>(\$1,600.00)</del>		0.00	NM		
See MG 38.3,38.4															
[Per Management] at order															
3	WTLV	09/10/12-09/16/12		Football Night in America		Various	-----Su	:30		\$1,600.00		0.00	NM		
Ⓜ MG for 38.2,38.1															
sports overrun/all prog.slid															
4	WTLV	09/10/12-09/16/12		Football Night in America		Various	-----Su	:30		\$1,600.00		0.00	NM		
Ⓜ MG for 38.2,38.1															
39	WTLV	09/16/12	09/16/12	NFL Regular Season Fo NFL Regular Season	CM	NFL Regular Seas (8:30 PM-11:30 PM)	-----S	:30	2	\$2,500.00	P-3	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		2				\$2,500.00		0.00			
													Totals	90	\$50,970.00